

Rep Order#	Ver#	Status	Traffic Order#	Printed:	1 of 3
6841060	3	Revised		08/15/2012 12:48 PM	

Last Received: 08/15/2012 12:21 PM
Showing Buylines: All Rep & Sta Revised Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () AM.FOR PROSPERITY
Product AMER. FOR PROSPERITY
Estimate# 303
Buyer STEPHANIE KOHLBAUER
Phone#
Fax#
Agency () MENTZER MEDIA
 600 FAIRMONT AVE, S#306
 TOWSON, MD 21286
Agency C/P1/P2/E //303
Flight Dates 08/15/2012 - 08/21/2012
Hiatus Weeks
Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

-- CONTRACT COMMENT --

CLIENT: AMERICANS FOR PROSPERITY SC=*

-- REMARKS --

VER 3 ISSUED TO CXL SPOTS PER AGY/CLIENT REQ
LN'S 6, 14, 16 & 25; ADD LN'S 27-31 TO SKED
REVISED CONTRACT TOTAL IS \$45,500
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*6	W-F	11P-1135P	Buyline Comment: LATE NEWS CXL 2X PER AGY/CLIENT REQUEST Sales Remark: V3 CXL 2X PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$1,800.00	08/15-08/17	3	1	3	\$5,400.00	
	*14	SU	6A-7A	Buyline Comment: SUNDAY EARLY AM NEWS CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$400.00	08/19-08/19	0	0	0	\$0.00	
	*16	SU	8A-9A	Buyline Comment: SUNDAY TODAY SHOW CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$1,200.00	08/19-08/19	0	0	0	\$0.00	
	*25	M-TU	11P-1135P	Buyline Comment: LATE NEWS CXL 2X PER AGY/CLIENT REQUEST Sales Remark: V3 CXL 2X PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$1,800.00	08/20-08/21	2	1	2	\$3,600.00	

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Product AMER. FOR PROSPERITY TOWSON, MD 21286 Salesperson () ANJIE BRADY
Estimate# 303 Agency C/P1/P2/E //303 Salesperson Phone# 215-567-6005
Buyer STEPHANIE KOHLBAUER Flight Dates 08/15/2012 - 08/21/2012 Salesperson FAX# 215-567-5938
Phone# Hiatus Weeks
Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*27	TH-F	9A-10A		:30	\$500.00	08/16-08/17	2	1	2	\$1,000.00	
		Buyline Comment: TODAY SHOW 2										
		ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*28	TH-F	1135P-1235A		:30	\$400.00	08/16-08/17	2	1	2	\$800.00	
		Buyline Comment: TONIGHT SHOW										
		ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*29	SA	7P-8P		:30	\$300.00	08/18-08/18	1	1	1	\$300.00	
		Buyline Comment: ENTERTAINMENT THIS WEEK										
		ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*30	M-TU	9A-10A		:30	\$500.00	08/20-08/21	2	1	2	\$1,000.00	
		Buyline Comment: TODAY SHOW 2										
		ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
	*31	M-TU	1135P-1235A		:30	\$400.00	08/20-08/21	2	1	2	\$800.00	
		Buyline Comment: TONIGHT SHOW										
		ADD TO SKED										
		Sales Remark: V3 ADD TO SKED										
		V3 Added										

---REPORT TOTALS---

Report Totals: 14 / \$12,900.00

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---SALES MONTHLY TOTALS---

Aug 12: 70 / \$45,500.00
Sales Totals: 70 / \$45,500.00
Station Totals: 70 / \$45,500.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$130,000	CATV 0%	WAVY 35%	WGNT 0%	WPXV 0%	WTKR 22%
		WTVZ 0%	WVBT 5%	WVEC 38%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA50+

--- CREDIT RISK ---

CASH IN ADVANCE